

# Emma Sun

## UX/UI Designer

emmafsun@gmail.com | emmasun.design | linkedin.com/in/emma-fsun/

With a background in branding & illustration, I use storytelling to provide delightful user experiences.

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### WORK EXPERIENCE

#### Enterprise Design Intern

Jan 2026-April 2026 (Expected)

IBM iX | Toronto, On

- Designing human-centred digital solutions for clients across industries

#### User Experience Design Intern

May 2025-Dec 2025

TD Bank Group | Toronto, On

- Working with Enterprise Innovation to **ideate** and **conceptualize** future-forward solutions
- **Researched, designed** and **pitched** a joint financial hub to enable shared financial management
- **Planned, executed, and analyzed 15+ user interviews** to identify actionable insights and inform design direction
- **Designed and facilitated 10+ design thinking workshops** to foster ideation in a cross-functional team

#### UX/UI Web Designer

Sept 2024-April 2025

The Innovation Hub | Toronto, On

- Promoted family-friendly culture by **designing** a **microsite** to guide U of T faculty on student-caregiver support
- Refined the **design system** and **usability** of a **200+ page WordPress website**, following WCAG standards

#### Designer

May 2022-Present

Freelance | Remote

- Developed **project management** and **communication** skills by designing websites, brands, and marketing material
- **Increased waiting list sign-ups by 20%** by **designing** and **developing** a **Webflow website** for a youth golf academy
- **Illustrated 10 mascot designs** for an upcoming content monetization platform

#### Junior Designer

Sept 2021-May 2022

Partners & Hawes | Vancouver, BC

- **Increased donations by 80%** for an indigenous youth program by **designing** their **website** and social media content
  - **Increased guest engagement** for an Albertan shopping centre by planning their Christmas campaign **strategy**
  - **Improved company-wide productivity** by restructuring file organization workflows for a **35-member team**
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### EDUCATION

#### University of Toronto

Sept 2024-April 2026 (Expected)

Master of Information, UX Design Concentration | Toronto, ON

#### Capilano University

Sept 2017-Jan 2022

Bachelor of Design in Visual Communication | North Vancouver, BC

#### Hokkaido College of Art & Design

May 2019-July 2019

Diploma in Illustration, Study-Abroad Program | Sapporo, Hokkaido

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### RECOGNITION

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|--|-------------------------|
| TD Enterprise Innovation   Intern Hackathon                                    | 2025 Winner x2          |
| Advertising and Design Club of Canada   Student Interactive                    | 2021 Bronze             |
| Design Professionals of Canada   UX Scholarship                                | 2020 Winner             |
| Vancouver UX Awards   Student  | 2020 Finalist           |
| The Association of Registered Graphic Designers   Award for Strategic Design   | 2021 Honourable Mention |
| The Association of Registered Graphic Designers   Award for Placemaking Design | 2021 Honourable Mention |
| The Association of Registered Graphic Designers   Award for Packaging Design   | 2021 Honourable Mention |
| Colleges and Institutes Canada   Printmaking                                   | 2021 Winner             |
| IDEA School of Design   Portfolio Award  | 2021 Winner             |
| Applied Arts   Student Packaging Design Series                                 | 2020 Winner             |

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### SKILLS

**TOOLS:** Figma, Webflow, Wordpress, Adobe Photoshop, Illustrator, InDesign, Microsoft 365

**DESIGN:** Wireframing, Prototyping, Interaction, Design Systems, Brand, Campaign, Strategy, Illustration, Typography

**PROCESS:** User Research, Journey Mapping, Information Architecture, Usability Testing, Competitive Analysis, Agile